

EFFECTS OF CUSTOMER DEMOGRAPHICS ON PERCEIVED FRUSTRATION TOWARDS 'INTERACTIVE VOICE RESPONSE SYSTEMS' OF MOBILE TELECOMMUNICATION SERVICES

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ABSTRACT

Interactive Voice Response system (IVR system) is the self service technology which provides the round the clock service for the customers. The purpose of the research paper is to identify and study the effect of certain demographic factors (gender, age and educational qualification) in relation to the customer perceived frustration. The paper used a structured questionnaire to obtain data from the IVR system users. Based on the collected data, the tools such as, independent sample t-test and ANOVA were utilized to analyse the relationship of demographic factors and perceived frustration. The paper found that IVR system users different age groups have a positive relationship on perceived frustration and whereas the gender and educational qualification does not have a significant effect on customers perceived frustration.

KEYWORDS: Interactive Voice Response System, Age, Frustration, Mobile Telecommunication, Chennai